

## Factors Affecting UPM Students' Purchase Intention for Branded Sportswear

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### Abstract

Sportswear has become a staple in consumers' wardrobes, regardless of whether they intend to play sports or simply look sporty. Hence, this study determines the influence of factors such as attitude, subjective norm, perceived behavioural control, price, and brand image on consumers' purchase intention towards branded sportswear among UPM students. A total of 250 respondents were involved in this study through questionnaires as research instruments via simple random sampling. Data were analyzed using the Statistical Package for Social Science (SPSS) for Windows version 28.0. Pearson correlation test was used to examine the relationship between attitude, subjective norm, perceived behavioural control, price, and brand image with consumers' purchase intention. The results of the analysis showed attitude ( $r = 0.716$ ,  $p = 0.001$ ), subjective norm ( $r = 0.647$ ,  $p = 0.001$ ), perceived behavioural control ( $r = 0.467$ ,  $p = 0.001$ ), price ( $r = 0.660$ ,  $p = 0.001$ ), and brand image ( $r = 0.677$ ,  $p = 0.001$ ) had significant relationship with consumers' purchase intention towards branded sportswear. The findings of Multiple Linear Regression analysis found that attitude ( $B = 0.318$ ) is the most dominant factor in affecting consumers' purchase intention towards branded sportswear among UPM students. The results of this study have made some contributions to the knowledge about consumers' purchase intentions for branded sportswear and the Theory of Planned Behavior (TPB).

**Keywords:** Purchase Intention, Attitude, Brand Image, Subjective Norm, Sportswear

### Introduction

In the lives of many people, sport serves as both entertainment and recreation. Over the past 50 years, sportswear has evolved into a catalyst for emerging fashion trends and textile innovation (Bruun & Langkjaer, 2016). Around the world, the sportswear industry has become more and more well-liked in recent years. In order to compete with some of the market's already well-established brands, more and more athletic brands are seeking to innovate and offer superior technology, which has raised consumer purchase intention.

Among the profitable industries, the sports industry is one of the most essential pillars (Benesbordi et al., 2019). The sportswear industry is developing not just in the United States, Europe, and China, but also in Malaysia. The value of manufactured sports items in Malaysia was predicted to be over 273 million Malaysian ringgit in 2020. Since 2017, the value of manufactured sports products has increased (Statista, 2022). A recent trend in the sportswear market has gradually become the norm. Nowadays, people are more concerned about living a healthy lifestyle. As a result, people are more likely to purchase sportswear to exercise in. Growing consumer interest in healthy lifestyles has resulted in an increase in consumption for apparel that meets their style, performance, and usefulness requirements. Now that more people are participating in sports, sportswear manufacturers will provide more products that fit consumers (Patrick & Xu, 2018). Although sportswear brands such as Nike and Adidas continue to focus on the sports market, they have expanded into the fashion industry (Yap & Yazdanifard, 2021).

There is a wide range of sportswear available in the market from many brands, but people prefer just the brands that provide them with satisfaction. Sportswear must include aesthetic qualities such as a good appearance and feel, as well as functional features that boost athletes' performance, give additional comfort, and support the wearer's health. Consumers are willing to spend more for branded sportswear because it offers better quality, features, durability, and style (Gaurav et al., 2020).

Many branded sportswear brands, such as Nike, Adidas, Puma, Reebok, and others, are available on the market. For example, Nike is the largest marketer and retailer of sports footwear, clothes, and accessories in the world. To become a well-known sportswear brand in the world, the companies should maintain a constant focus on innovation and place a strong emphasis on its research and development department, which works hard to develop footwear, apparel, and athletic equipment that reduce or eliminate injury, improve athletic performance, and provide maximum comfort and enjoyment. Therefore, consumers who intend to buy sportswear, particularly branded sportswear, have a lot of options. Consumers have access to a diverse selection of sportswear, each featuring a unique style and brand name; however, they frequently struggle to identify the most appropriate product (Moadi et al., 2015).

In recent years, the entrance of numerous new brands of sportswear to the market has attracted many consumers to purchase it, and it has become fashionable to wear sportswear at any time and in any place. Moreover, with the growth of people's living standards and the growth of sports, the public has raised more urgent concerns about health and clothing fashion (Wang, 2021). This boom has attracted lots of new competitors, including high-end retailers, adding to the already competitive sportswear market. Hence, Nike and Adidas as an existing sportswear companies must promote its products creatively that can compete with other brands. To win the competition, the companies must have products that can meet the always changing and developing needs of consumers (Kotler, 2005). Because of that innovative, consumers have been influenced to choose which brand they want to purchase.

Branded sportswear can inform people about the benefits of a product and help them remember what was advertised better than non-branded sportswear (Keller, 2006). However, branded sportswear always sounds upscale. Branded sportswear targets a more upscale market than non-branded sportswear and requires a higher premium price (Hines & Bruce, 2007). Consumers that are price sensitive may have a negative attitude toward purchasing the branded sportswear if the price is too high (Cham et al., 2018). A product's acceptance by consumers will increase if the cost is affordable (Amanah & Harahap,

2018). As a result, some people are still unwilling to purchase it at such high prices. For example, some consumers prefer to spend more money on branded and high-quality sportswear, while others want to save money by purchasing cheaper sportswear, such as that sold in a market. Important people around may generate some hindering or impelling effect on the consumption of branded sportswear due to its expensive nature (Xi & Cheng, 2017). Hence, this study aims to focus on the factors affecting consumers' purchase intention towards branded sportswear among UPM students.

### **Literature Review**

#### **Theory of Planned Behavior (TPB)**

The theory of planned behaviour is an extension of the theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), required by the original model's inadequacies in dealing with behaviours over which persons have only partial volitional control. The TPB (Ajzen, 1985; 1991), one of the most commonly utilised social psychology theories, was used to investigate the factors of customers' purchase intentions for branded sportswear. According to TPB, a person's behavioural intention is influenced by their attitude toward the behavior, subjective norms, and perceived behavioural control.

According to the theory, an individual's purpose determines their actual action, and three factors are attitude, subjective norms, and perceived behavioural control which have an impact on behavioural intention. An "intention" is created when all three criteria are combined. The behaviour is then affected by each of the factors in turn (Ajzen, 2002).

Researchers in a variety of fields use this theoretical framework and its many modifications to predict behaviour by identifying motivating variables in a rational process (Knowles et al., 2012; Watts & Chi, 2018). The model for analyzing purchase intention is applicable to apparel consumer research, among these fields of study (Cowan & Kinley, 2014; Xu et al., 2014). Researchers can determine an individual's motivation to undertake a behavior from their intention (Zheng & Chi, 2015). The TPB has been widely used by researchers to successfully explain consumers' purchase intentions and decisions (Wong et al., 2018).

#### **Sportswear**

Sportswear is frequently used in extremely demanding physical and environmental performance situations with a need to "assist" the active body (Bruun & Langkjær, 2016). The comfort and performance of the consumer are the primary priorities of sportswear (Gulrajani, 2013). Moreover, sportswear must have aesthetic qualities, including an appealing design and a pleasant look, in addition to functional qualities that boost athletes' performance, add to their comfort, and benefit the wearer's health (Li & Wong, 2006). Sports clothing today is lighter, softer, more durable, and quick to dry. Sportswear also serves a variety of purposes and appeals to the fashion-conscious consumer. Simply put, sportswear is a category of apparel and products made and developed in a range of colours, materials, shapes, sizes, and fashions for a number of sports suitable for men, women, and kids. Sportswear consists of upper and lower body clothing, hand gloves, shoes, and other protective equipment. "Branded sportswear" means the products manufactured under the brands Nike, Adidas, Puma, and others. Obviously, branded sportswear is more expensive than normal sportswear.

**Attitude**

Ajzen (1985) defines attitude towards behavior as a positive or negative response to an object or conduct as a result of outcome appraisal. Purchase intention is a significant determinant of purchase behaviors, and purchase intention is influenced by attitudes (Phau & Teah, 2009). Someone's attitude about a product will influence their decision to buy it, therefore a positive attitude will boost that person's confidence (Gunawan, 2015). Finally, an individual's attitude and overall appraisal of a certain behaviour influence his or her decision to perform it (Tonglet et al., 2004). Consumers are more likely to engage in a behavior if they have a positive attitude toward it and intend to perform it (Ajzen, 1991).

Attitudes are functionally valuable in guiding consumers to products or brands that meet their needs and desires. As a result, consumers prefer the final product that best meets their needs and expectations. Consumers who buy branded sportswear may believe that the sportswear are designed for those who enjoy sports. Besides that, the tendency of a person to like or dislike an object or event is referred to as attitude (Rausch & Kopplin, 2020).

The consumer's actions toward the product or, in some situations, their intention to act negatively towards the product. Cognition is the last element, and it relates to thoughts about things that are real based on an object's attitude (Solomon et al., 2017). Studies focusing on sportswear purchase intentions using TPB (Kim & Karpova, 2010; Wang, 2014; Zheng & Chi, 2015) show a substantial relationship between attitude and behaviour. According to the TPB framework, attitude has the greatest influence on consumers' intention to make a purchase (Zheng & Chi, 2015). The influence of perception on purchase intention was totally mediated, according to Nam et al.'s (2017) research, by attitude. It is backed up by numerous earlier research that discovered a positive relationship for branded sportswear (Kim & Karpova 2010; Watts & Chi, 2018). Attitude is a useful indicator for understanding why consumers purchase or reject a specific product. A positive attitude toward branded sportswear determines consumer intentions to purchase branded sportswear (Vazifehdoust et al., 2013).

Ha1: Attitudes towards branded sportswear has a positive effect on consumers' purchase intention among UPM students.

**Subjective Norm**

A person's opinion of how other significant individuals in their lives, such as family, friends, and peers, would want them to engage in the behaviour is reflected in their subjective norm (Ajzen, 1985). While purchasing products, a subjective norm serves to reflect a consumer's perspective of his or her close relationships, such as whether their referents believe he or she should buy a product and their motives to conform to the referents (Noble et al., 2009). Subjective norms are obviously important and can have a significant impact on how consumers respond to the influence of others. Subjective norm has direct and significant links to attitude, perceived behavioural control, and sportswear purchase intention (Kim & Karpova, 2010). When it comes to purchasing something, consumers are sometimes influenced by those around them. This is because each individual's information may be biased, leading consumers to seek advice from people they can trust, including their family, friends, or co-workers (Hasbullah et al., 2016).

Subjective norm has been proven to have a significant impact on sportswear purchasing intention in previous empirical studies (Watts & Chi, 2018; Zheng & Chi, 2015; Chi, 2013). Consumers may feel pressured by society's favorable opinions of physically active people to purchase and wear sportswear in order to project an athletic image to others, in addition to

following the athlete leisure trend (Tong & Hawley, 2009). A customer's purchasing intention would increase if others referenced the same product more positively (Kotler & Keller, 2006). Ha2: Subjective norm has a positive effect on consumers' purchase intention towards branded sportswear among UPM students.

### **Perceived Behavioural Control**

People's perceptions of how easy or difficult it is to conduct a behavior are reflected in perceived behavioural control (Ajzen, 2002). It reflects perceptions of availability to resources and opportunities that are necessary to accomplish behavior, such as access to money, time, and other resources, as well as the focal person's self-confidence in their capacity to carry out the action in concern (Ajzen 1991; Taylor & Todd, 1995). To the extent that the individual has behavioural control, intentions should influence performance, and performance should improve with behavioural control to the extent that the person is motivated to attempt. Moreover, it has been recognized as a key antecedent of purchase intention is perceived behavioural control since it may affect the intention to purchase (Yahya et al., 2022). Purchase intention on sportswear has been proven to be favorably influenced by perceived behavioural control in previous empirical studies (Chi & Zheng, 2016; Nam et al., 2017; Briliana & Mursito, 2017; Watts & Chi, 2018).

Different things could get in the way of behaviour and intention. The perception of TPB's ability to manage behaviour typically acknowledges the possible impact of impersonal factors like time, talent, and money. But there is theoretically always the time, money, and information needed to complete any task. A person's willingness to act is determined by the action taken and how it is affected by their senses. The name for this perception of a person's capacity to engage in such behaviours is perceived behavioural control (Aertsens et al., 2009). Ha3: Perceived behavioural control has a positive effect on consumers' purchase intention towards branded sportswear among UPM students.

### **Price**

For the average consumer, price is the most essential concern before making a purchase of a certain product. In fact, market share, competition, profit, product quality, and product marketing strategy are all influenced by price (Hassan et al., 2010). The price indicates whether the brand is performing well in the market and reflects the brand's or product's positioning value. Consumers have a high level of trust in their preferred brands in terms of value and price, and they compare or assess the pricing of competing brands. They have trust in brands because they believe that if the price is high, the quality of the goods will be high as well. Hassan et al (2010) found that price is the most important factor that influences purchasing intention directly. Many previous studies also found that price has a significant positive effect on purchase intention (Widyastuti & Said, 2017; Lau et al., 2006; Shoffian et al., 2021).

Furthermore, price reductions reduce the consumer's perception of the price paid in the short term while increasing the desire to purchase (Campo & Yagüe, 2007). Low price settlement can increase a fair price, lower financial risk, and strengthen a greater buying intention as a result of the pricing strategy used (Codini et al., 2012). Branded sportswear is relatively expensive on the market. The appeal of good quality and low-price influence consumer opinion. The same level's attractiveness comes from the intended price and willingness to pay, as well as a higher purchase intention for the desired price and quality perception (Alnazer, 2013). Consumer perceptions and purchasing intentions may be influenced by the attractiveness of pricing strategies (Wu et al., 2014). When a product is on

sale and the price is lower than usual, consumers are more likely to purchase it. However, consumers are willing to spend more for branded sportswear because it offers better quality, features, durability, and style (Gaurav et al., 2020)

Ha4: Price has a positive effect on consumers' purchase intention towards branded sportswear among UPM students.

### **Brand Image**

Brand image is defined as simply the perception that consumers have of the brand as a whole (Zahirudin & Sahizan, 2019). Brand image has long been recognised as a significant aspect in the marketing idea, and from the consumer's perspective, it serves as a sort of information that not only influences the company's overall image but also acts as a driver for the consumer's purchase intention. A positive brand image can assist a company in the long run because it is what consumers remember (Fianto et al., 2014). Consumers are more likely to buy well-known brand products with a positive brand image because a brand with a more positive image is perceived as more trustworthy. Many studies supported that brand image will influence consumers' purchase intention significantly (Widyastuti & Said, 2017; Geetha et al., 2020).

When consumers intend to buy something, they demonstrate brand awareness and brand association, and so assume the product's quality, which influences their purchase intention. When consumers think of a brand's image, they think of the promises the brand has made and how those promises make them feel about the brand's products (Farida & Ardyan, 2015). Many studies have shown that if a company continues to build a positive brand image, consumers will have a positive purchasing intention (Chang & Fong, 2010). The image of the brand will influence the perception of the brand when the consumer is gathering information on the product (Hsieh et al., 2018). Brand image also benefits consumers because it assists in product recognition, quality assurance, mental fulfilment, and so on (Mokha, 2017). Consumers would consider not just the quality but also the brand's image during the information gathering process, as they are more likely to buy something if they know the brand has a strong reputation. Hence, the good brand image of a product will influence consumer perceptions of the competing brand (Aylar, 2012).

Furthermore, the brand image of a product is reflected in the product itself, and the brand image is created by the customer's impression of the product and service. However, various consumers may have different perceptions, and many things can influence the brand image of a product in the consumers' mind (Ahamat et al., 2018). According to Wang and Tsai (2014), when it comes to making a purchasing decision, brand image is a key factor that will influence the consumer. To acquire a competitive edge in this ever-changing and competitive business environment, brand plays a critical part in shaping consumer purchase decisions. Consumers are more willing to purchase well-known brand products with a positive brand image.

Ha5: Brand image has a positive effect on consumers' purchase intention towards branded sportswear among UPM students.

### **Purchase Intention**

The probability that a consumer will purchase a specific product is known as purchase intention (Fishbein & Ajzen, 1975). In other words, there is another part of purchase intention that says the consumer will buy a product after evaluating it (Younus et al., 2015). However, Egorova et al (2007) stated that purchase intention refers to a consumer's tendency to

purchase a specific product under certain conditions. Since the consumer's purchase intention is closely related to many internal and external factors, the purchase decision is challenging (Gogoi, 2013). Purchase intention usually relates with customer behavior, perceptions, and attitudes (Mirabi et al., 2015). Consumer purchase intention refers to how a consumer decides what to buy after considering many possibilities. Purchase intent is important because there is strong competition for branded sportswear and a wide range of new brands available to consumers.

Consumer behaviour while buying branded goods and how well businesses entice consumers to buy their goods are both significantly influenced by the consumers' intentions for purchases (Saeed & Aslam, 2015). In order to eliminate the causes of the behaviour and benefit from the data, it is crucial for businesses in any service industry to understand the consumer's purchasing intention. Consumer purchase intention is one of the key variables that marketing managers use to predict future sales and evaluate how their actions will affect consumers' purchasing behaviours (Morwitz, 2014). A higher likelihood of buying a thing is indicated by a higher eagerness to buy it, but this does not guarantee that the person will actually buy it. As opposed to that, a lesser willingness to buy does not necessarily equate to an absolute inability to purchase.

The individual's intention to do a certain behavior is a fundamental aspect in the theory of planned behavior, just as it was in the original theory of reasoned action. Intentions are considered to be the most significant indicator of actual behavior (Montano & Kasprzyk, 2015). Intentions are thought to capture the motivating variables that impact a behavior; they are indicators of how hard someone is willing to try, and how much work they intend to put in to perform the behavior. In general, the stronger the desire to engage in an action, the more likely it will be carried out (Ajzen, 1991).

#### *Factors affecting Consumers' Purchase Intention*

When buying a product, consumers' intentions to purchase are influenced by a variety of factors, and their choices are ultimately determined by important external influences. The individuals involved in selecting a brand for well-known products have an impact on market decisions. The choice to ignore an existing brand and concentrate on the market of that brand used by other people is influenced by information about the brand as well (Younus et al., 2015).

Although previous studies have identified several variables, such as normative influence, brand consciousness, consumer confidence, perceived quality and emotional value are the factors affecting consumer purchase intention towards branded sportswear (Sarmad, 2015). However, several of these variables may interact in intricate ways. In addition, other factors that influence consumers' purchase intention are attitude, subjective norm, perceived behavioural control, price, and brand image may also influence consumers' purchase intention towards branded sportswear.

For attitude towards consumers' purchase intention, many studies supported that attitude towards purchasing branded sportswear positively related to a consumers' purchase intention for branded sportswear (Kim & Karpova 2010; Nam et al., 2017; Watts & Chi, 2018). Moreover, subjective norm has been proven to have a significant impact on sportswear purchasing intention in previous empirical studies (Watts & Chi, 2018; Zheng & Chi, 2015; Chi, 2013). Purchase intention on sportswear has been proven to be favorably influenced by perceived behavioural control in previous empirical studies (Chi & Zheng, 2016; Nam et al., 2017; Briliana & Mursito, 2017; Watts & Chi, 2018). Many previous studies also found that price has a significant positive effect on purchase intention (Widyastuti & Said,

2017; Lau et al., 2006; Shoffian et al., 2021). Many studies supported that brand image will influence consumers' purchase intention significantly (Widyastuti & Said, 2017; Geetha et al., 2020).

Watts and Chi (2018) found that attitudes, subjective norm and perceived behavioural control had significant relationship towards purchase intention. It also supported by Yusuf (2021) who found that these three components in TPB have significant relationship toward purchase intention. Leonnard et al. (2019) also proven that attitude, subjective norms and perceived behavioural control positively affects consumers' purchase intention.

### **Methodology**

A quantitative approach was also used in this study to test the hypothesis. Students at UPM who want to buy branded gear make up the target market. Sportswear brands including Nike, Adidas, Reebok, Puma, Fila, and Umbro were well-liked by Malaysian sportswear consumers, especially young people, because they go with a variety of outfits (Shoffian et al., 2021). As a result, the study's target demographic was decided to be UPM students. A sample size needs to be sufficient for generalisation and to guard against biases or errors in sampling (Taherdoost, 2017). According to Andrade (2020), a sample that is larger than necessary will be more representative of the population and produce results that are more accurate. 250 respondents from five faculties at Universiti Putra Malaysia make up the study's sample size. This sample size was determined due to the cost and time restrictions.

Simple random sampling is used in this study. A simple random sampling indicates that every instance in the population has an equal chance of being included in the sample (Taherdoost, 2016). In this study, simple random sampling is used to determine the five faculties out of the fourteen faculties at Universiti Putra Malaysia. The five faculties are Faculty of Human Ecology, School of Business and Economics, Faculty of Food Science and Technology, Faculty of Biotechnology and Biomolecular Sciences and Faculty of Forestry and Environment. Due to the study's sample size of 250 respondents, each faculty requires 50 respondents. By using simple random sampling, two programmes were chosen from each faculty.

### *Instrument*

A questionnaire is the most typical tool for acquiring quantitative primary data (Roopa & Rani, 2012). In order to analyse the relationship between two variables—the dependent variable and the independent variables—the questionnaire was created. Questionnaires may include demographic information in addition to precise and trustworthy research tools (Dillman et al., 2014). Additionally, participants can receive printed surveys through the mail or receive them electronically via email or a web-based programme (Ponto et al., 2010).

Sections A through G make up the seven sections of the questionnaire used in this study. Basic demographic information about the responder, including gender, ethnicity, year, faculty, programmes, and source of income, is covered in Section A. This section had six questions in it.

In addition, the Sections B through F of this study will probe the independent variables (attitude, subjective norm, perceived behavioural control, price, and brand image) that influence consumers' purchase intentions towards branded sportswear. Additionally, Section G includes customer intents to purchase branded sportswear. Ten questions make up Section B (attitude). There are nine questions in each of Sections C and D (subjective norm and perceived behavioural control), respectively. Five questions make up Sections E and F (pricing



and brand image). There are eight questions in Section G (buying intention towards branded sportswear). Consequently, the questionnaire contains 52 questions. A 5-point Likert scale was used for measuring in this study, with the values “Strongly Disagree” (1), “Disagree” (2), “Neutral” (3), “Agree” (4), and “Strongly Agree” (5) to measure the independent variables and dependent variable.

The Statistical Package for Social Sciences (SPSS 28.0) was used to analyse the data. Pearson correlation was used to analyse the relationship between two variables and Multiple Linear Regression (MLR) was used to investigate the factors affecting UPM Students' Purchase Intention for Branded Sportswear.

## Results and Discussion

### Respondents' Background

Table 1 lists the demographic data for the respondents, including gender, ethnicity, current year, faculty, programme, and source of income. There were 250 responders in total, with 44.0 percent men and 56.0 percent women. Malay made up 36.4% of the ethnic category, followed by Chinese (46.4%), Indian (16.4%), and other ethnic groupings (0.8%). 18.4% of respondents were in Year 1, 19.6% in Year 2, 30.0% in Year 3, and 32.0% in Year 4, according to the respondents.

In the faculty category, 20.0 percent of respondents came from the faculty of human ecology, 20.0 percent from the School of Business and Economics, 20.0 percent from the Faculty of Food Science and Technology, 20.0 percent from the Faculty of Biotechnology and Biomolecular sciences, and 20.0 percent from the Faculty of Forestry and Environment. It claimed that there are 50 respondents for each faculty.

For the programme, there are 25 respondents for each programme. 10.0 percent of respondents had earned a bachelor's degree in Consumer Studies with Honours, 10.0 percent had earned a bachelor's degree in Human Development Science with Management (Honours), 10.0 percent had earned a bachelor's degree in Business Administration with Honours, 10.0 percent had earned a bachelor's degree in Economics with Honours, 10.0 percent had earned a bachelor's degree in Food Science and Technology with Honours, 10.0 percent had earned a bachelor's degree in Science. For 65.6% of the survey participants, PTPTN is their main source of income. Scholarships make up 7.2% of funding, parental contributions account for 25.6%, and other sources make up 1.6%.

Table 1  
*Demographic Information (N=250)*

Characteristics	Frequency	Percentage (%)
<b>Gender</b>		
Male	110	44.0
Female	140	56.0
<b>Ethnic</b>		36.4
Malay	91	46.4
Chinese	116	16.4
Indian	41	0.8
Others	2	
<b>Current year</b>		
Year 1	46	18.4
Year 2	49	19.6

Year 3	75	30.0
Year 4	80	32.0
<b>Faculty</b>		
Faculty of Human Ecology	50	20.0
School of Business and Economics	50	20.0
Faculty of Food Science and Technology	50	20.0
Faculty of Biotechnology and Biomolecular Sciences	50	20.0
Faculty of Forestry and Environment	50	20.0
<b>Programme</b>		
Bachelor of Consumer Studies with Honours	25	10.0
Bachelor of Human Development Science with Management (Honours)	25	10.0
Bachelor of Business Administration with Honours	25	10.0
Bachelor of Economics with Honours	25	10.0
Bachelor of Food Science and Technology with Honours	25	10.0
Bachelor of Science (Food Studies) with Honours	25	10.0
Bachelor of Science in Biochemistry with Honours	25	10.0
Bachelor of Science in Cell and Molecular Biology with Honours	25	10.0
Bachelor of Parks and Recreation Science with Honours	25	10.0
Bachelor of Environmental Management with Honours	25	10.0
<b>Source of income</b>		
PTPTN	164	65.6
Scholarship	18	7.2
Parents	64	25.6
Others	4	1.6

#### Descriptive Statistics of the Independent Variables and Dependent Variable

##### Attitude

The descriptive data for attitude are shown in Table 2. With a mean of 4.06 and a standard deviation of 0.794, the item "In my opinion, branded sportswear is valuable" has the highest mean. The item "In general, buying branded sportswear gives me satisfaction" has the second-highest mean, 4.01, with a standard deviation of 0.892. Next, "Buying branded sportswear is worthwhile" is mentioned, with a mean score of 3.96 and a standard deviation of 0.854. The fourth response, with a mean and standard deviation of 3.93 and 0.823, is "I believe buying branded sportswear is a good idea." The item "I think buying branded sportswear is beneficial" comes in at number five on the list with a mean and standard deviation of 3.91 and 0.885, respectively. "I like the idea of purchasing branded sportswear", is the sixth mean, with a mean of 3.89 and a standard deviation of 0.843. The seventh mean was "I have a positive attitude towards the behaviour of buying sportswear," with a 3.87 mean and a 0.816 standard deviation. The "For me, buying branded sportswear is wise" survey follows, with a mean and standard deviation of 3.83 and 0.967, respectively. The ninth item, with a 3.82 mean and 0.963 standard deviation, is "Buying branded sportswear is convenient for me." The item "For me, buying branded sportswear makes me proud" had the lowest mean, 3.61, and the highest standard deviation, 1.059. So, the mean score for these 10 items is 3.89, and the mean standard deviation is 0.890.

Table 2

*Attitude (N=250)*

<b>Statements</b>	<b>Mean</b>	<b>S.D.</b>
I think purchasing branded sportswear is a good idea.	3.93	0.823
I like the idea of purchasing branded sportswear.	3.89	0.843
I have a positive attitude towards the behavior of purchasing sportswear.	3.87	0.816
For me to buy branded sportswear is convenient.	3.82	0.963
For me, buying branded sportswear makes me proud.	3.61	1.059
For me, buying branded sportswear is wise.	3.83	0.967
I think buying branded sportswear is beneficial.	3.91	0.885
In my opinion, branded sportswear is valuable.	4.06	0.794
Buying branded sportswear is worthwhile.	3.96	0.854
In general, buying branded sportswear gives me satisfaction.	4.01	0.892
Mean Score and Mean S.D.	3.89	0.890

### Subjective Norm

The descriptive statistics for subjective norm are displayed in Table 3. The item "My friends' evaluation and preference will influence my choice" has the highest mean of 4.00 and a standard deviation of 0.819. The item "Other people's recommendation, may influence my final decision" had the second-highest mean, with a mean and standard deviation of 3.96 and 0.861, respectively. The mean and standard deviation are 3.92 and 0.815, respectively, followed by "The preferences of family members can influence my choice of branded sportswear." "People who are important to me support my intention to purchase branded sportswear" has the fourth highest mean, with a value of 3.88 and a standard deviation of 0.813. The following is the fifth-highest mean: Next, the fifth highest mean is "The people who I listen to, could influence me to buy branded sportswear," with 3.86 mean and 0.850 standard deviation. "Important people in my life want me to buy branded sportswear" recorded the sixth highest mean which is 3.82, and the standard deviation is 0.925. Next is "People who influence me, think that I should purchase branded sportswear", the mean and standard deviation are 3.81 and 0.818, respectively. "My close friends and family think it is a good idea for me to purchase branded sportswear" and "People whose opinions I value prefer me to purchase branded sportswear" recorded the lowest means, which are 3.78, and the standard deviations are 0.846 and 0.858, respectively. Then, the mean score for subjective norm is 3.87, and the standard deviation is 0.845.

Table 3

*Subjective Norm (N=250)*

Statements	Mean	S.D.
My close friends and family think it is a good idea for me to purchase branded sportswear.	3.78	0.846
The people who I listen to, could influence me to buy branded sportswear.	3.86	0.850
Important people in my life want me to buy branded sportswear.	3.82	0.925
The preferences of family members can influence my choice of branded sportswear.	3.92	0.815
My friends' evaluation and preference will influence my choice.	4.00	0.819
Other people's recommendation, may influence my final decision.	3.96	0.861
People who are important to me support my intention to purchase branded sportswear.	3.88	0.813
People who influence me, think that I should purchase branded sportswear.	3.81	0.818
People whose opinions I value prefer me to purchase branded sportswear.	3.78	0.858
Mean Score and Mean S.D.	3.87	0.845

### Perceived behavioural Control

Table 4 shows the descriptive statistics of perceived behavioural control. The item "I have complete control over the number of branded sportswear that I will buy for personal use" recorded the highest mean, which is 3.99, and the standard deviation is 0.873. The second highest mean is "I had the resources and ability to acquire branded sportswear", which the mean is 3.96, and the standard deviation is 0.900. The third highest mean of agreeing statement is "Purchasing branded sportswear was entirely within my control" which the mean is 3.92, and the standard deviation is 0.840. Next, followed by "I have enough information to find and access branded sportswear" which the mean and standard deviation are 3.89 and 0.878, respectively. The fifth highest mean of agreeing statement is "If I want to, I could easily buy branded sportswear", which the mean is 3.80, and the standard deviation is 0.953. then, followed by "When purchasing branded sportswear, I am able to control and solve difficulties", which the mean is 3.79 and the standard deviation is 0.925. the seventh highest mean of agreeing statement is "I have the knowledge and the ability to buy branded sportswear", with 3.77 mean and 0.878 standard deviation. The eighth highest mean of agreeing statement is "For me, to buy branded sportswear is easy", which the mean is 3.76, and the standard deviation is 0.925. The lowest mean of agreeing statement is "I have enough time to find and purchase branded sportswear", which the mean is 3.73, and the standard deviation is 0.899. Then, the mean score of the agreeing statement of perceived behavioural control is 3.85, and the mean standard deviation is 0.897.

Table 4

*Perceived behavioural Control (N=250)*

Statements	Mean	S.D.
For me, to buy branded sportswear is easy.	3.76	0.925
If I want to, I could easily buy branded sportswear.	3.80	0.953
I have enough time to find and purchase branded sportswear.	3.73	0.899
When purchasing branded sportswear, I am able to control and solve difficulties.	3.79	0.925
I have the knowledge and the ability to buy branded sportswear.	3.77	0.878
I have enough information to find and access branded sportswear.	3.89	0.878
Purchasing branded sportswear was entirely within my control.	3.92	0.840
I had the resources and ability to acquire branded sportswear.	3.96	0.900
I have complete control over the number of branded sportswear that I will buy for personal use.	3.99	0.873
Mean Score and Mean S.D.	3.85	0.897

### Price

Table 5 shows the descriptive statistics of price. The highest mean is 4.00 which represented the agreeing statement "The brand provides good value for money", and the standard deviation is 0.753. The second highest mean of agreeing statement is "The price of branded sportswear is worth the products' quality", which the mean is 3.97 and the standard deviation is 0.791. Then, followed by "The price I pay for purchasing branded sportswear is worth the benefit I get", which the mean and standard deviation are 3.94 and 0.824, respectively. The fourth highest mean of agreeing statement is "The price of branded sportswear is affordable" with 3.54 mean and 0.978 standard deviation. The lowest mean of agreeing statement is "My intention to purchase branded sportswear would not be hindered by the increased price", which the mean is 3.42, and the standard deviation is 1.131. Then, the mean score of the agreeing statements of price is 3.77, and the mean standard deviation is 0.895.

Table 5  
Price (N=250)

Statements	Mean	S.D.
My intention to purchase branded sportswear would not be hindered by the increased price.	3.42	1.131
The brand provides good value for money.	4.00	0.753
The price of branded sportswear is affordable.	3.54	0.978
The price of branded sportswear is worth the products' quality.	3.97	0.791
The price I pay for purchasing branded sportswear is worth the benefit I get.	3.94	0.824
Mean Score and Mean S.D.	3.77	0.895

### Brand Image

Table 6 shows the descriptive statistics of brand image. The mean and the standard deviation of each statement are shown in the table. The item "I recall the logo of branded sportswear brand X" has the highest mean, which is 4.10, and the standard deviation is 0.806. The second highest mean of agreeing statement is "The brand image attracts me to purchase branded sportswear", which the mean and standard deviation are 4.03 and 0.838, respectively. Next, followed by "I recognise the characteristics of branded sportswear brand X", which the mean is 3.94, and the standard deviation is 0.822. The fourth highest mean of agreeing statement is "Positive image of branded sportswear brand X is the key reason of my preference", which the mean and standard deviation are 3.93 and 0.808, respectively. While the agreeing statement "Brand X of branded sportswear is a "top of mind" brand for me" recorded the lowest mean which is 3.92, and the standard deviation is 0.895. Then, the mean score and the mean standard deviation of brand image are 3.98 and 0.834, respectively.

Table 6  
Brand Image (N=250)

Statements	Mean	S.D.
The brand image attracts me to purchase branded sportswear.	4.03	0.838
Brand X of branded sportswear is a "top of mind" brand for me.	3.92	0.895
Positive image of branded sportswear brand X is the key reason of my preference.	3.93	0.808
I recognise the characteristics of branded sportswear brand X.	3.94	0.822
I recall the logo of branded sportswear brand X.	4.10	0.806
Mean Score and Mean S.D.	3.98	0.834

*Purchase Intention*

Table 7 shows the descriptive statistics of purchase intention. The item “I will make an effort to buy branded sportswear in the future.” recorded the highest mean, which is 4.15, and the standard deviation is 0.766. The second highest mean of agreeing statement is “I would consider buying branded sportswear”, which the mean and the standard deviation are 4.14 and 0.764, respectively. Then, followed by “I will try to buy branded sportswear in the future”, with 4.13 mean and 0.746 standard deviation. The fourth highest mean of agreeing statement is “I intend to buy branded sportswear in the future”, which the mean is 4.08, and the standard deviation is 0.808. The fifth highest mean of agreeing statement is “I will expect to purchase any branded sportswear”, which the mean is 4.06, and the standard deviation is 0.804. “The probability that I will consider buying branded sportswear is high” and “I will plan to purchase any branded sportswear” recorded the same mean, which is 4.04, and the standard deviations are 0.863 and 0.793, respectively. The lowest mean of agreeing statement is “I would buy branded sportswear”, which the mean is 3.96 and the standard deviation is 0.808. Then, the mean score for purchase intention is 4.08, and the standard deviation is 0.794.

Table 7

*Purchase Intention (N=250)*

<b>Statements</b>	<b>Mean</b>	<b>S.D.</b>
I would buy branded sportswear.	3.96	0.808
I would consider buying branded sportswear.	4.14	0.764
The probability that I will consider buying branded sportswear is high.	4.04	0.863
I intend to buy branded sportswear in the future.	4.08	0.808
I will try to buy branded sportswear in the future.	4.13	0.746
I will make an effort to buy branded sportswear in the future.	4.15	0.766
I will expect to purchase any branded sportswear.	4.06	0.804
I will plan to purchase any branded sportswear.	4.04	0.793
Mean Score and Mean S.D.	4.08	0.794

*Pearson Correlation Coefficient*

Table 8 shows the result of the Pearson correlation coefficient in this study. The Pearson correlation coefficient shows the relationship between the independent variables (attitude, subjective norm, perceived behavioural control, price, and brand image) and the dependent variable (purchase intention). The Pearson Correlation Coefficient between attitude and purchase intention is 0.716 which indicates that attitude towards branded sportswear will positively influence the purchase intention towards branded sportswear. There is a high correlation of attitude toward branded sportswear and the purchase intention towards branded sportswear. The p-value equal to 0.001 which is less than 0.05, there is a significant relationship between attitude and purchase intention towards branded sportswear. So, the hypothesis 1 of this research is accepted. There is a significant positive relationship between

attitudes toward and intentions to purchase branded sportswear (Zheng & Chi, 2015; Kim & Karpova 2010; Nam et al., 2017; Watts & Chi, 2018). A positive attitude toward branded sportswear determines consumers' intention to branded sportswear (Vazifehdoust et al., 2013).

Additionally, the subjective norm was favourable influence the buy intention towards branded sportswear, according to the Pearson correlation coefficient of 0.647 between subjective norm and purchase intention towards branded sportswear. The association between subjective norm and inclination to buy branded sportswear is moderate. Given that the p-value is less than 0.05 and equal to 0.001, it is clear that there is a substantial correlation between subjective norm and intention to buy branded sportswear. As a result, the study's second hypothesis, which states that there is a positive correlation between subjective norm and buy intention for branded sportswear, is supported. In past empirical investigations, it was discovered that subjective norm had a considerable impact on consumers' intentions to buy branded sportswear (Watts & Chi, 2018; Zheng & Chi, 2015; Chi, 2013). This is because through the projection of an athletic image, consumers seek approval from important persons and groups in their lives (Watts & Chi, 2019).

Moreover, the Pearson correlation coefficient between perceived behavioural control and purchase intention towards branded sportswear is 0.467. This shows that perceived behavioural control positively influences purchase intentions for branded sportswear. Although the result shows that there is a moderate relationship between perceived behavioural control and purchase intention towards branded sportswear. However, the p-value of 0.001, which is less than 0.05, shows that there is a significant relationship between perceived behavioural control and purchase intention towards branded sportswear. Therefore, the hypothesis 3 in this study is accepted which shows it has a positive relationship between perceived behavioural control and purchase intention towards branded sportswear. This result was supported by previous study which also showed that there is a positive relationship between perceived behavioural control and purchase intention towards branded sportswear (Chi & Zheng, 2016; Nam et al., 2017; Briliana & Mursito, 2017; Watts & Chi, 2018; Jin & Kang, 2010). Consumers' intentions to purchase branded sportswear are influenced by their growing perception of control over resources like money, time, and knowledge as well as their confidence in wearing branded sportswear outside of exercise situations (Watts & Chi, 2018).

Furthermore, the Pearson correlation coefficient between price and purchase intention towards branded sportswear is 0.660 indicates that price will positively influences the purchase intention towards branded sportswear. There is a moderate relationship between price and purchase intention towards branded sportswear. The p-value of 0.001, which is less than 0.05, shows that there is a significant relationship between price and purchase intention towards branded sportswear. So, the hypothesis 4 of this study is accepted and shows that there is a positive relationship between price and purchase intention towards branded sportswear. This result is supported by previous which also found that price affecting consumers' purchase intention towards branded sportswear positively and significantly (Pandey et al., 2021; Shoffian et al., 2021; Widyastuti & Said, 2017). This is due to If a consumer believes that the price of a product is reasonable, they may purchase it (Mukaromah et al., 2019). The researchers also mentioned the pricing provides an illustration of product quality. It demonstrates that higher product prices should be accompanied by higher product quality (Pandey et al., 2021). Consumers are willing to pay more for branded sportswear because it offers them high-quality goods, features, durability, fashion, and other benefits (Gaurav et al., 2020).



The Pearson correlation coefficient between brand image and purchase intention towards branded sportswear is 0.677 indicates that brand image will positively influences the purchase intention towards branded sportswear. There is a moderate relationship between brand image and purchase intention towards branded sportswear. The p-value of 0.001, which is less than 0.05, shows that there is a significant relationship between brand image and purchase intention towards branded sportswear. So, the hypothesis 5 of this study is accepted and shows that there is a positive relationship between brand image and purchase intention towards branded sportswear. In past empirical studies, brand image was found to have a significant impact on consumers' intentions to purchase branded sportswear (Widyastuti & Said, 2017; Geetha et al., 2020). Modern marketing emphasises brand image by establishing a strong one, which creates the product's image in the consumer's mind and motivates them to purchase (Widyastuti & Said, 2017).

In conclusion, based on the result, the highest of correlation coefficient among five independent variables is attitude. Besides that, all of the five independent variables are shown it has the positive relationship with the consumers' purchase intention towards branded sportswear. Therefore, the five hypothesis of this study are accepted.

Table 8

*Pearson Correlation Coefficient*

<b>Purchase Intention</b>			
<b>Variables</b>	<b>Pearson Coefficient (r-value)</b>	<b>Sig. (2-tailed)</b>	<b>N</b>
Attitude	0.716	0.001	250
Subjective Norm	0.647	0.001	250
Perceived behavioural Control	0.467	0.001	250
Price	0.660	0.001	250
Brand Image	0.677	0.001	250

*\*Correlation is significant at the 0.01 level (2-tailed)*

## Multiple Linear Regression

Table 9 shows the result of Multiple Linear Regression in this study. All of the variables (attitude, subjective norm, perceived behavioural control, price, and brand image) are significant in the result of Multiple Linear Regression. The p-values of attitude ( $p = <0.001$ ), subjective norm ( $p = 0.005$ ), perceived behavioural control ( $p = 0.035$ ), price ( $p = 0.012$ ), and brand image ( $p = 0.001$ ). All the p-values are less than 0.05, which show a significant relationship with purchase intention.

Based on the Table 10, a multiple regression was performed to test which variable is the most dominant predictor factor affecting consumers' purchase intention towards branded sportswear among UPM students. The result shows that the attitude is the most important factors that affecting consumers' purchase intention towards branded sportswear among UPM students because of carries beta of 0.318. While brand image is the second highest factors that influence consumers' purchase intention towards branded sportswear among UPM students with the beta of 0.203. Moreover, the B-values of subjective norm, perceived behavioural control and price are 0.164, 0.098 and 0.155, respectively.

Hence, attitude was the most dominant factor affecting consumers' purchase intention towards branded sportswear among UPM students. An earlier study discovered that the TPB

framework's attitude component had the most significant influence on consumers' purchasing intention (Zheng & Chi, 2015; Nazir & Tian, 2022).

Table 10

*Multiple Linear Regression*

Variables	Unstandardized Coefficients		Standardized Coefficient		
	B	Std. Error	Beta	t	Sig. (p)
(Constant)	0.758	0.185		4.089	< 0.001
Attitude	0.275	0.054	0.318	5.075	< 0.001
Subjective Norm	0.163	0.058	0.164	2.818	0.005
Perceived behavioural Control	0.098	0.046	0.098	2.116	0.035
Price	0.135	0.054	0.155	2.520	0.012
Brand Image	0.184	0.057	0.203	3.253	0.001

a. Dependent Variable: Purchase Intention

F: 79.334

### Factors affecting Consumers' Purchase Intention Towards Branded Sportswear Among UPM Students

According to the Table 11, the R value is 0.787, R Square is 0.619 and Adjusted R Square is 0.611. R Square shows that 61.9 percent of the consumers' purchase intention towards branded sportswear can be explained by attitude, subjective norm, perceived behavioural control, price and brand image (Watts & Chi, 2018, Widayastuti & Said, 2017). Cohen (1988) suggested R Square values for endogenous latent variables are assessed as 0.26 (substantial), 0.13 (moderate) and 0.02 (weak). Therefore, the adjusted R Square (0.611) in this research is considered as substantial. However, there are 38.1 percent of the variation in consumers' purchase intention towards branded sportswear is explained by other factors which are not mentioned in this study. A high R Square value suggests that mode can more accurately predict the response variable.

Table 11

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787a	0.619	0.611	0.36903

a. Predictor: (Constant), Attitude, Subjective Norm, Perceived behavioural Control, Price, Brand Image

### Conclusion

The purpose of this study is to examine the factors affecting consumers' purchase intention towards branded sportswear among UPM students. The factors included attitude, subjective norm, perceived behavioural control, price, and brand image. This study was specifically conducted to determine the relationship between attitude, subjective norm, perceived behavioural control, price, brand image, and consumers' purchase intention towards branded sportswear among UPM students, which is the second research objective in this study. The

data was gathered from students at Universiti Putra Malaysia. There were five hypotheses proposed for the relationship between independent variables (attitude, subjective norm, perceived behavioural control, price, and brand image) and the dependent variable (consumers' purchase intention towards branded sportswear).

In this study, it was confirmed that attitude toward branded sportswear was significantly and positively related to consumers' purchase intention towards branded sportswear. Hence, the first hypothesis (Ha1), that attitudes toward branded sportswear have a positive effect on consumers' purchase intention among UPM students, was accepted. Furthermore, the findings revealed a significant and positive relationship between subjective norm and consumer purchase intention for branded sportswear. Therefore, the second hypothesis (Ha2), that subjective norm has a positive effect on consumers' purchase intention towards branded sportswear among UPM students, was accepted. Moreover, this study indicated that perceived behavioural control significantly influences consumers' purchase intention towards branded sportswear. Thus, the third hypothesis (Ha3), "Perceived behavioural control has a positive effect on consumers' purchase intention towards branded sportswear among UPM students," was accepted. Next, the fourth hypothesis (Ha4) in this study, that price has a positive effect on consumers' purchase intention towards branded sportswear among UPM students, was accepted because the results showed that price positively influences consumers' purchase intention towards branded sportswear. Lastly, the fifth hypothesis (Ha5), brand image has a positive effect on consumers' purchase intention towards branded sportswear among UPM students. was also accepted because brand image had a significant and positive influence on consumers' purchase intention towards branded sportswear. As a result, the research objective 2 in this study, which is to determine the relationship between attitude, subjective norm, perceived behavioural control, price, brand image and consumers' purchase intention towards branded sportswear among UPM students.

Multiple Linear Regression analysis shows attitude was the most dominant factor that influences consumers' purchase intention towards branded sportswear among UPM students. Followed by brand image, subjective norm, price and perceived behavioural control were influence consumers' purchase intention towards branded sportswear.

In summary, the current study advances our knowledge of how attitudes, subjective norms, perceived behavioural control, price, and brand image affect consumers' intentions to buy branded sportswear. Future research must be done to examine additional variables that may affect customers' purchase intentions for branded sportswear among UPM students but do not include attitude, subjective norm, perceived behavioural control, price, and brand image. The results of this study show that it is crucial for UPM students to comprehend the variables that affect their decision to buy branded sportswear because they represent the younger generation with the highest demand for branded sportswear.

### *Implication*

The findings of this study have made some contributions to our knowledge of consumers' purchase intentions for branded sportswear and the Theory of Planned Behavior (TPB). From this study, we can know that the three independent variables (attitude, subjective norm, perceived behavioural control, price, and brand image) will positively influence consumers' purchase intention towards branded sportswear among UPM students. Furthermore, the Theory of Planned Behavior (TPB) developed by Ajzen (1991) better explained that attitude, subjective norm, and perceived behavioural control will positively influence consumers' purchase intention. Therefore, the Theory of Planned Behavior can be adopted in this field of

research. However, the other two variables (price and brand image), which are not included in the Theory Planned Behavior, will also influence consumers' purchase intentions toward branded sportswear.

The findings of this study also provide several practical implications in the aspect of consumer, marketers, and government. First and foremost, consumers can benefit from this study. Consumers can make better decisions before purchasing branded sportswear. Consumers can select the best brand of sportswear from a variety of options. This research also helps consumers gain more knowledge about branded sportswear. If consumers choose a brand with a positive response, they will purchase it. Consumers can purchase branded sportswear at a reasonable price that has a positive brand image and provides them with a positive attitude.

Additionally, this study can assist marketers in comprehending the elements influencing consumers' buy intentions. In order to promote and keep the target consumers, marketers might put up some effective marketing techniques. Consumers are more likely to have a favourable opinion of the branded apparel when businesses offer alluring incentives. When consumers feel good about branded sportswear, they will tell their loved ones and friends about it. Therefore, organizations must put customer pleasure and service quality first. Marketers can identify their competitive shortcomings and strengths from the perspective of consumers to improve the quality of services and products. The companies can boost their sales by providing more affordable but higher-quality goods. Consumers will be drawn to a product if the price is lower. The businesses can increase their sales by offering cheaper but higher-quality products. Consumers will be attracted when the price of a product is lower. Marketers can gain by applying these marketing strategies.

Recognising the advantages of sport for everyone, the Malaysian government has started programmes and initiatives to promote sport through several government ministries and agencies. This study can help the government understand the elements that influence people's decisions to buy sportswear, which will help it promote sports to the general population. The people should be encouraged to participate in sports, leisure, and fitness activities through the Ministry of Youth and Sports. The government may potentially launch sports-related campaigns to encourage Malaysians to lead active lifestyles. The government should also launch an initiative to persuade people to buy branded apparel that is authentic rather than knockoffs.

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